

# CEO E-Briefing

A weekly report to City Council and the community

September 9, 2011

No. 12



## CEO's Message



## Paving way to the future

From the 1950s-era photo above, it's easy to image that traffic has always been a challenge on Newport Boulevard, especially as it passes through Costa Mesa's traditional downtown.

In recent years, the City has spent about \$8 million making traffic improvements on Newport Boulevard between 19th and 17th Streets, freeing some of the congestion for the 100,000 daily vehicles that pass through the former bottleneck where the Costa Mesa Freeway ends.

Now, the Orange County Transportation Authority, Costa Mesa and Newport Beach are working to identify additional traffic improvements from 19th Street to Industrial Way.

A study completed in 2008 recommended four alternatives for further study, including an option of taking freeway traffic underground at 19th Street. We now are beginning to analyze and refine the alternatives.

The public is invited to learn more about the potential options at an open house from 5:30 to 7:30 p.m. Wednesday at the Costa Mesa Neighborhood Community Center, 1845 Park Ave. The presentation, materials and information will be available in an open-house format to allow visitors to attend at a time most convenient to them.

If you are unable to attend the community meeting and would like more information, please visit the [website](#). And for more information, please contact Sarah Swensson, OCTA community relations specialist, by email at [sswensson@octa.net](mailto:sswensson@octa.net) or by phone at (714) 560-5376.

And if you are traveling on Newport Boulevard to attend the open house, you may want to leave a little early—just in case you run into a little traffic.

**Tom Hatch**, chief executive officer, City of Costa Mesa

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☒ Comments

or suggestions, please contact [bill.lobdell@costamesaca.gov](mailto:bill.lobdell@costamesaca.gov)



City of Costa Mesa



Costa Mesa City Hall

## Hail to the chief!

A standing-room only crowd witnessed hometown boy **Tom Gazsi** sworn in as Costa Mesa's 6th police chief.



Photo by Daily Pilot/Don Leach

Two of Chief Gazsi's daughters, Kesli, left, and Kayla pinned four stars on his collar.



Photo by Bruce Radomski

Chief Gazsi gets a standing ovation after being sworn in. Some packing the Council Chambers came from out-of-state to show support for Gazsi.



Photo by Bruce Radomski

CEO **Tom Hatch** gives Chief Gazsi's wife, Kimberly, flowers and encouraging words in anticipation of the future challenges of being the spouse of a police chief.



Photo by Bruce Radomski

City Clerk **Julie Folcik** gives Chief Gazsi the oath of office.



Photo by Bruce Radomski

CEO **Tom Hatch** gives Chief Gazsi his badge and four stars.



## Administrative Services

### ROCKS rocks for Students after school

The Recreation On Campus for Kids (ROCKS) after-school program will be offered at California, College Park, Davis, Paularino, Sonora, Victoria and Whittier schools from the time students are dismissed until 6 p.m. **The fee is \$11 per week per child.** **Registration forms** must be completed in advance at City Hall, the Downtown Recreation Center or Neighborhood Community Center.



## On the calendar this week

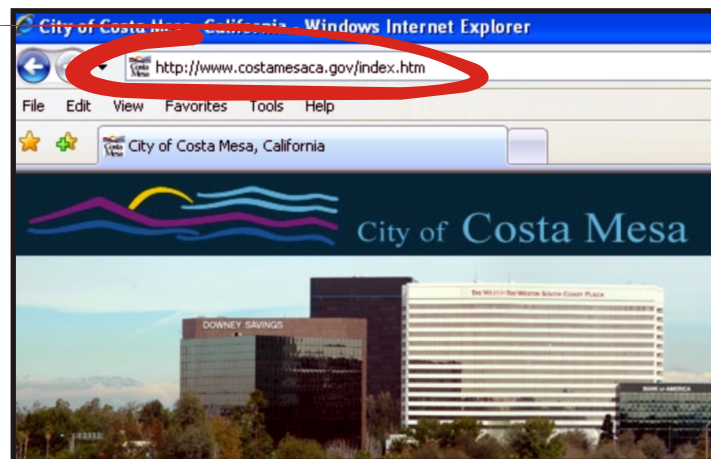
**Sept 10 SATURDAY** The City of Costa Mesa will host the 37th bi-annual "**Neighbors for Neighbors**" Community Clean-up from 8 a.m. to noon at Costa Mesa Mobile Estates at 327 W. Wilson St. Volunteer work teams will be painting and hauling away debris for low-income seniors. Volunteers should be at least 18 years old and should not bring infants, children or youth under the age of 18. For more information, please call (714) 754-4892 or **e-mail Jacquie Reeves**.

**Sept 11 SUNDAY** A memorial event to mark the 10th anniversary of the Sept. 11 terrorist attacks will be held from 9 to 11 a.m. at the Army Reserve Base at 2651 Newport Blvd. in Costa Mesa. The day will feature local police officers, firefighters and military personnel, speakers, patriotic music and a banner to sign that will be sent to Ground Zero. And you can buy a "Costa Mesa Remembers" T-shirt for \$10, with the money going to a commemorative plaque.

**Sept 12 MONDAY** The Planning Commission will meet at 6 p.m. in the Council Chambers. You can read the agenda [here](#).

**Sept 13 TUESDAY** The City Council's study session has been cancelled.

## CEO's Office



### City using new e-mail and URL addresses

The City of Costa Mesa has switched to user-friendly website and e-mail addresses. The City's website can now be found at [www.costamesaca.gov](http://www.costamesaca.gov). E-mail addresses for city employees are now [firstname.lastname@costamesaca.gov](mailto:firstname.lastname@costamesaca.gov). People still using the former website address ([www.ci.costa-mesa.ca.us](http://www.ci.costa-mesa.ca.us)) will be seamlessly directed to [www.costamesaca.gov](http://www.costamesaca.gov) and e-mails sent to former addresses will also be forwarded to the new addresses.



### Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

**Hint:** This place is a little experimental.

To get the whole picture, see [page 7](#).

## CEO's Office



### Council follow-up

An update on some of the questions and concerns raised at Tuesday's City Council meeting.

#### **How can we keep track of the City's \$950,000 contingency budget category?**

Finance Director **Bobby Young** will be preparing quarterly reports on its balance, starting in October. The figures will be published in E-Briefing.

#### **How can the public keep better track of the City's legal fees?**

Asst. Finance Director **Colleen O'Donoghue** and interim Communications Director **Bill Lobdell** will be preparing monthly reports that provide details about the city's legal fees.

#### **Are council members violating the Brown Act if they send or receive text messages during a council meeting?**

City Attorney **Tom Duarte** says texting from the dais isn't a Brown Act violation unless the messages concern business that's before the council. He also noted that some city councils have developed no-texting policies for elected officials during meetings.

#### **Does Costa Mesa have fewer police officers patrolling the streets?**

Police Chief **Tom Gazsi** says the answer is no. The number of officers on patrol hasn't changed.

#### **There appears to be a growing coyote problem in northern Costa Mesa neighborhoods. The coyotes have killed many cats and now are jumping over 7-foot-high fences to attack pets. What can be done?**

Earlier in the year, Costa Mesa hired a company, which was able to trap four coyotes. Chief Gazsi will be looking into potential solutions to the current problem.

#### **The police helicopters from Huntington Beach are patrolling the skies above Costa Mesa. Isn't Costa Mesa paying Huntington Beach only for calls, and not for patrols?**

Chief Gazsi is gathering more information on the Huntington Beach helicopter patrol patterns and billing for the next E-Briefing.



## Council follow-up

(Continued)

**The online warrants (basically, a list of month checks written by the City) are hard to read because they are sideways on the page. Can you fix this?**

Yes (we think). City Clerk **Julie Folcik** is looking into flipping the document 90 degrees so it reads like a standard, portrait page.

**The City pays for a Lexus-Nexus account (used for legal research), but now uses an outside law firm for its City Attorney services. Can that account be closed?**

City Clerk Folcik is looking into whether the service is still needed.

**One of the speakers outside of the Council Chambers doesn't work. Can that be fixed?**

Of course. Video production's **Brad Long** is on the job.

**Can we see a list of accomplishments from GrowthPort Partners, one of the City's consultants?**

Yes. A summary of accomplishments will be published in the next E-Briefing.

## Making History

**This house:**

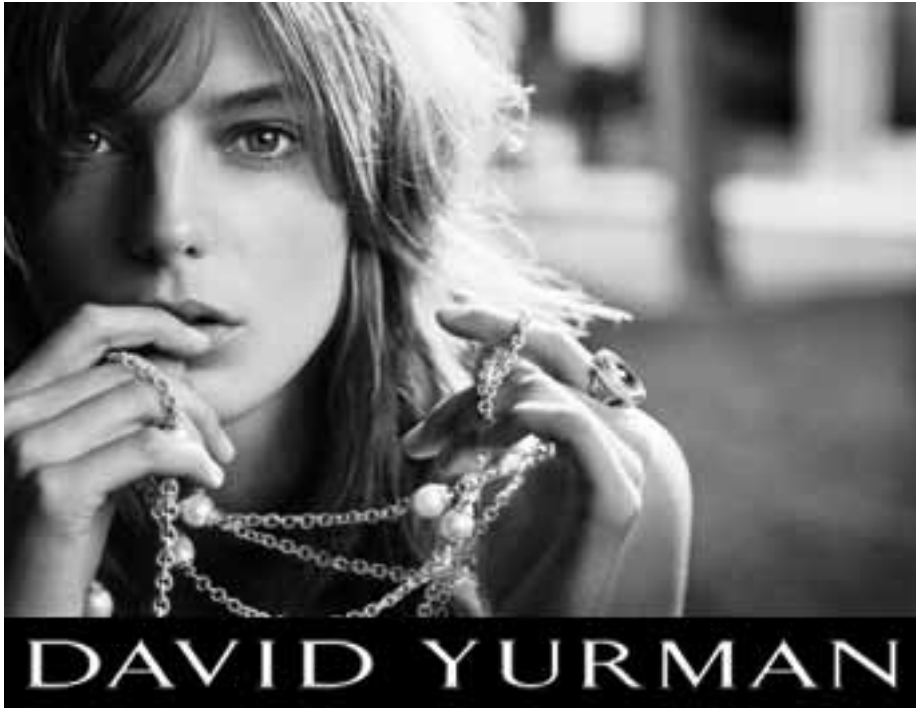
- A: contained parts of the oldest building in town.
- B: was an American Legion post.
- C: was owned by the Segerstrom family.
- D: is now known as the Diego Sepulveda Adobe.
- E: all of the above.



**Answer: E.** The wood frame structure was built around the Adobe after the Civil War, helping to preserve parts of the original walls which date to the early 1800s. The Segerstrom family acquired it in 1940 and donated it to the City in 1963, along with land that became Estancia Park. At this time, the wood frame house was removed and the adobe restored to what we see today. American Legion Post 455 held its first meetings there after World War I. To learn more about this, go to [Costa Mesa Historical Society](#) or come to Early California Days on Sept. 18 from noon to 4 p.m.

—Terry Shaw, Costa Mesa Historical Society

## Development Services



### David Yurman store at South Coast Plaza undergoing major makeover

The David Yurman store at South Coast Plaza is undergoing \$186,000 worth of tenant improvements. Building permits were issued last week for the demolition of the existing storefront, interior walls, and ceilings.

The proposed work will consist of the reconfiguration of the space to accommodate a new storefront and interior walls, the relocation of the restroom, and the construction of new sales and storage areas with the incorporation of new finishes.

The retail shop includes the David Yurman Collection with designer bridal gowns, gifts, fragrances, refined men and women's clothing, classic and fine jewelry, high quality crafted timepieces, and men's and women's eyewear.



### A taste of Jersey Shore on Harbor Boulevard

A building permit was issued for Jersey Mike's Subs at 2300 Harbor Boulevard (formerly a Togo's location). The 1,415 square feet worth of tenant improvements entail the demolition of interior walls, new flooring, finishes, and walk-in cooler.

The second phase includes the construction of new walls and a new counter. A new walk-in freezer and cooler will be added along with new kitchen equipment and an interior seating area. The project is valued at \$75,000.

**Jersey Mike's Subs originated in Point Pleasant, New Jersey and is known for its** fresh sliced, authentic northeast style sub sandwiches made on freshly baked bread prepared **Mike's** way with onions, lettuce, tomatoes, oil, vinegar and spices. Definitely a fun, new, eating venue for the community.



## Fire Department

### Another life saved by Costa Mesa paramedics

Hoag Hospital's Regional Paramedic Advisory Committee last week honored Costa Mesa Fire Department Capt. **Brent Turner**, Engineer **Brian Brown**, and Firefighter/Paramedics **Doug Ferguson** and **John LaPlaca** for helping save a woman's life.

After receiving an emergency call, the crew arrived to find a female complaining of head pain. They quickly assessed her and transported to her Hoag due to its neurological expertise. Because of the quick and decisive treatment by paramedics in the field and hospital staff, the patient had a full recovery and was able to go back to work.

Last Friday she made a special trip to Hoag to meet the Costa Mesa paramedics who saved her life and share her experience with the attendees. Congratulations on a job well done!

—Kevin Diamond



### Good ink for Costa Mesa

Here's a round-up of good news coming from Costa Mesa this week.

- **School Flight: Families return to neighborhood schools**
- **Costa Mesa accepts \$250,000 grant to improve communications equipment**
- **Costa Mesa High School played its first varsity football game 51 years ago this month**

### Secret Spotted

**Answer:** The Lab, also known as the Anti-Mall, is in the 2900 block of Bristol St. and one of Costa Mesa's shopping landmarks.



## Police Department

### Above and beyond the call of duty



I'd like to commend Lt. **Rob Sharpnack** for his humane and sensitive police work [the other] night. He called me at home around 6:30 p.m. and said he had found a homeless mom with two toddlers who had to leave the Illumination Foundation (Costa Mesa Motor Inn) because they couldn't make their payment for rent. Although they had a 15-day motel voucher from Social Services, it didn't become active until tomorrow. Hence, they were forced to spend the night on the street.

He called me to see if I had any contacts for housing at this late hour. Unfortunately, I didn't, so he and I agreed to split the cost of a motel room for the night. He quickly ran down to the Ramada on Newport Boulevard to see if he could work a deal. He called me back an hour later to tell me that the Ramada agreed to comp the room since CMPD has used their facilities before for victims of crime. I believe he dropped the family off at the motel. I will be contacting Mercy House and SPIN to see if they can interview this family for their HPRP program.

I was really touched by how Rob went beyond his law enforcement role to reach out to this family. This is a great example of how City staff can work together as a homeless enforcement team and think outside the box. Hopefully, as part of the Homeless Task Force recommendations, we will include a budget for motel vouchers which can be used by PD on an emergency basis.

—Muriel Ullman



### Deal cemented on more fixed alleys

Construction is being completed on the Newport Boulevard alley (between Flower Street and Broadway) and the Flower Street alley (between Orange Avenue and its west end).

The final touches to these long-awaited improvements are near completion. These new improvements will not only enhance accessibility to the adjoining residents and businesses, but will also improve the drainage conditions behind these properties.

The City reopened the alleys last week.

The next phase of work under this year's Alley Rehabilitation Program will be the reconstruction of another section of the Newport Boulevard alley (north of 23rd Street to just south Wilson Street), as well as the extension of the alley's storm drain line to reduce its potential for flooding. This project is valued at \$280,000 and is fully funded with gas tax revenues. For further information, please contact **Ernesto Munoz**, City Engineer at (714) 754-5335.

—Ernesto Munoz

## Public Services

### Cheryl Helwig says farewell after 17 years with City

After more than 17 years with the City, **Cheryl Helwig**, the executive secretary for the Public Services Department, will retire today. Please join us in wishing Cheryl the very best and happy times in her retirement. **Irma Garcia**, and **Sharon Rodelius** will assist in performing Cheryl's duties until her position is filled.

—Peter Naghavi

